

## **ABSTRACT**

The emissive layer of an organic light emitting diode (“OLED”) device is comprised of multiple polymer chains. In an embodiment of a polymer chain according to the present invention, a portion of the polymer chain is formed by coupling together multiple monomers of two different types. In addition, one end group is coupled to one end of the portion of the polymer chain and another end group is coupled to the opposite end of the portion of the polymer chain. In this embodiment of the polymer chain, the end groups are of the same type and only the end groups emit visible light.